

This record is a partial extract of the original cable. The full text of the original cable is not available.

010739Z Jul 03

UNCLAS SECTION 01 OF 03 COLOMBO 001131

SIPDIS

STATE FOR ISABELLE ZSOLDOS/SEQUITTA ROBINSON;  
INFO: ECA/PE/V/G/N-ALICE SHIFFLETT; SA/PD

E.O. 12958: N/A

TAGS: [OEXC](#) [SCUL](#) [KPAO](#) [OEXC](#)

SUBJECT: FY-2004 IV PROGRAM: SRI LANKAN NOMINATION FOR  
MRP ON "TV BROADCASTING": APRIL 1-22, 2004  
PROJECT NUMBER: E/VP-2004-0018

REF: (A) STATE 96274, (B) COLOMBO 0676

1. POST NOMINATES MR. M. P. ASOKA DIAS, NEWS DIRECTOR-  
SIRASA, MBC AND MTV, FOR PARTICIPATION IN SUBJECT  
PROJECT.

2. NOMINATION IS AS FOLLOWS:

START FIXED-FORMAT TEXT (PLEASE DO NOT EDIT):  
: The following data is in a fixed format which enables  
: automated processing in Washington and should not be  
: edited except by means of the Post-EVDB software.

EXPORT-SOURCE: POST-EVDB

VERSION: 3.0.5

POST-EMAIL: rscmb@pd.state.gov

TRANSMITTING-POST: PAS Colombo

TRANSMITTING-POST-ID: 2929

EXPORT-TYPE: BIO DATA

START NOMINATION:

ECA-OFFICE: E/VP

PROG-AGENCY-NAME:

POST-PROJ-ID: 92

ECA-PROJ-NO: E/VP-2004-0018

PROJ-NAME: TV Broadcasting - April 1-22, 2004

START MEMO PROJ-DESC:

END MEMO PROJ-DESC:

PROJ-TYPE: Multi-Regional

PROG-TYPE: IV Group Projects

FY: 2004

DEPART-POST: 03/30/2004

SESSION-DATE: 04/01/2004

RETURN-POST: 04/25/2004

NO-OF-PART: 1

RANK-ORDER: 9

START MEMO POST-OBJ:

This nomination is in support of MPP goal on  
"Democracy"

END MEMO POST-OBJ:

START MEMO POST-RCMD:

END MEMO POST-RCMD:

ECA-OFFICE-ID: 1027

PROG-AGENCY-ID:

PROJ-TYPE-ID: MRP

PROG-TYPE-ID: 31

NOMINATING-POST-ID: 2929

FUNDING-CNTRY-ID:

STATUS: N

ORIGINATOR: P

SUBJ-DISC:

START BIO:

PREFIX: Mr.

F-NAME: Mahamarakkala P.

M-NAME: Asoka

L-NAME: DIAS

SUFFIX:

POSITION-CODE: 0

PRINCIPAL?: Yes

M-ADDR1: 12 Richard de Soysa Media Housing Scheme

M-ADDR2: Talangama North

M-ADDR3:

M-CITY: Battaramulla

M-STATE:

M-CNTRY: Sri Lanka

M-ZONE:

M-ZIP:

M-PHONE: (94-1) 788-243

M-FAX:

M-EMAIL: asokadias@slt.lk

M-CNTRY-ID: CE

M-ADDRTYPE: H

GENDER: M

DOB: 12/02/1967

MAR-STAT: M

BIRTH-CITY: Moratuwa

BIRTH-CNTRY: Sri Lanka

CITIZ-CNTRY: Sri Lanka

RES-CNTRY: Sri Lanka

START MEMO POSITION:

News Director- Sirasa, MBC and MTV, 2002- to date

END MEMO POSITION:

START MEMO OTHER-POSITIONS:

END MEMO OTHER-POSITIONS:

START MEMO PREV-POSITIONS:

1997-2002 - Assistant News Director, MBC and MTV

1996-97 - Chief News Editor, TV, MTV Channel

1995-96 - News Editor, Sirasa FM and 'Yes' FM radio channels

1990-95 - Journalist, 'Vidura,' science weekly

END MEMO PREV-POSITIONS:

START MEMO US-TRAVEL:

None

END MEMO US-TRAVEL:

START MEMO OTHER-TRAVEL:

Bangladesh, Canada, India, Nepal and UK

END MEMO OTHER-TRAVEL:

START MEMO EDUCATION:

General Certificate of Education (Advanced Level)

examination, 1986

END MEMO EDUCATION:

START MEMO MEMBERSHIPS:

END MEMO MEMBERSHIPS:

START MEMO PUBLICATIONS:

END MEMO PUBLICATIONS:

START MEMO SPEC-CONSID:

END MEMO SPEC-CONSID:

FIRST-LANG: Sinhala

ENGL-READ: 4

ENGL-SPEAK: 4

ENGL-COMP: 4

START MEMO NOM-POST-OBJ:

This nomination is in support of MPP goal on

"Democracy"

END MEMO NOM-POST-OBJ:

START MEMO NOM-POST-RCMD:

END MEMO NOM-POST-RCMD:

START MEMO VIS-OBJ:

END MEMO VIS-OBJ:

START MEMO VIS-REC:

END MEMO VIS-REC:

NOMINATING-OFFICER: Bruce A. Lohof

START MEMO NOMINATING-JUSTIFICATION:

Post has been quite successful and confident with media coverage of numerous events with MTV and Sirasa TV/Radio.

Sirasa TV is an independent channel managed by Maharaja Broadcasting Corporation. Its newscast may be called the trend setting local language telecast with 17 news bulletins daily. Sirasa TV makes a good effort to give unbiased information to listeners and is an extremely popular independent television station in Sri Lanka. It broadcasts mainly in Sinhala, the language used by a majority of Sri Lankans.

Asoka's career development record is proof of his potential. He began his media career as a freelance journalist and joined Maharaja Broadcasting Corporation for Sirasa radio at a later stage. He was also the first local news editor at a private sector radio station in Sri Lanka. Currently, he is the main news Director for both Sirasa TV and Sirasa radio.

END MEMO NOMINATING-JUSTIFICATION:

NOM-OFF: Public Affairs

SPEAKER?: No

NOTIFY-EMB: Yes

MEDIA?: No

HOME-STAY: Yes

HOME-HOSP?: Yes

E-I-TYPE:

NOMINEE-ID: 126

PERSON-ID: 130

BIRTH-CNTRY-ID: CE

CITIZ-CNTRY-ID: CE

RES-CNTRY-ID: CE

FIRST-LANG-ID: SI

E-I-TYPE-ID:

NOM-POST-ID: 2929

NOM-FUNDING-CNTRY-ID:

NOM-STATUS: N

DS2019-ACTION: 0

DS2019-SUBJECT: 09.0701

SPONS-FUNDS: 0

SPONS-AGENCY1:

USGOVT-AGENCY1:

US-AGENCY-AMT1: 0

USGOVT-AGENCY2:

US-AGENCY-AMT2: 0

INTL-ORG1:  
INTL-ORG-AMOUNT1: 0  
INTL-ORG2:  
INTL-ORG-AMOUNT2: 0  
VIS-GOVT-AMT: 0  
COMMISSION: 0  
OTHER-AMOUNT: 0  
VIS-AMOUNT: 0  
VIS-CAT: 5  
END BIO:  
END NOMINATION:  
END FIXED-FORMAT TEXT:  
13. PLEASE ADVISE ACCEPTANCE OF THIS NOMINATION.  
CAMP